

REMARKS/ARGUMENTS

Applicant has reviewed and considered the Office Action dated April 7, 2005 and the references cited therein. Claims 2-3 and 5-11 are pending in the present application.

Rejection Under 35 U.S.C. § 103

Claims 2, 3, and 5-11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Greulich (U.S. Patent No. 5,241,464) in view of Real-time (a collection of prior art cited in PTO-892, Items: U-W). Applicant respectfully traverses the rejection for at least the following reasons.

Claim 2 recites a computerized method having a processing computer for processing orders for full color printing, said method comprising: providing a customer a real-time web browser associated with a printing service provider, which includes a pricing engine, wherein said pricing engine includes one or more printing configuration options, in which the customer selects the one or more printing configuration options; automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein said pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at the printing service provider; and displaying automatically said price quote at the customer.

Greulich discloses a desktop forms order system in which software for creating business forms is acquired from a company and installed on a user's computer. Although this program has prices calculated, which are calculated based on the options selected, they are not calculated in real time or updated in real time. Updates are transferred from a company by connecting to the company directly with a modem. Before an order is submitted to the company by modem, updated pricing formulas must first be transferred to the users computer before they can place the order (see Figure 8 and column 8, lines 31-42). As a result, a user does not know a final accurate price while configuring their order without the updated information.

In the claimed invention, accurate and up-to-date prices are obtained from a real time web browser, whereby a user knows the final price of their order before placing it. In addition,

in the present invention, no special software needs to be installed on the user's computer. Instead, a web page is viewed in the user's web browser with all the functionality needed to price and place an order.

Accordingly, Greulich teaches an application that is installed on a customer's computer and combines some layout features with specification and pricing features, whereas in the claimed invention, the provided web browser requires no installation of software on the user's computer and has the current pricing loaded with the web page for automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein the pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at the company.

Real-time (a collection of prior art cited in PTO-892, Items: U-W) describes technology trend or news about Internet transactions/real-time quoting. However, none of the references disclose or teach how to make or use the Internet transactions/real-time quoting, i.e. lack of disclosure or teaching, lack of a written description of the technology to enable a person skilled in the art to make or use the technology, let alone teaching or suggesting the combination of the technology with other applications. In fact, in Real-time (Item W), it stated,

“The chief technology challenge has been integration of Progressive’s rating engine, Bauer says. In addition, creation of the GUI for consumers involved painstaking detail in the information-gathering process to ensure data is entered correctly.”

Accordingly, the cited reference not only fails to disclose or teach the recited invention, but also describes its undue burden in making/using the features taught in the cited reference. Therefore, Applicant respectfully submits that claim 2 and its dependent claims patentably distinguish over the cited references.

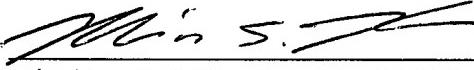
In view of the above, it is respectfully submitted that this present application is in condition for allowance. Examination and reconsideration of the present application are respectfully requested.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at 612-752-7367.

Respectfully submitted,

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By: 
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